

**U.S. Mobile  
Wearable Devices  
Forecast, 2012-  
2017**

Market Study  
4Q 2013





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# U.S. Mobile Wearable Devices Forecast, 2012-2017

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## Market Study

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## Abstract

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Wearing a wristwatch is an everyday habit for many, while serious athletes and casual exercisers have been wearing sports watches for years to track elapsed time and number of laps. What, then, is new about a mobile wearable device? For this report, *iGR* defines a mobile wearable device as one that is worn on a person's body, provides significant information and functionality to the wearer, and is usually connected and synchronized to a smartphone.

The two distinct purposes of a wearable device are A) to make information (usually from a nearby smartphone) more easily accessible to the wearer or B) to gather the wearer's physical data, which can then be displayed and analyzed using applications on a smartphone.

These mobile wearable devices generally rely on Bluetooth to connect the smartphone. Through Bluetooth, information can be continuously synchronized between the wearable device and the smartphone.

Although smartphones' convenient display of time has made standard watches obsolete for many young consumers, the instantaneous information provided by smartwatches and fitness wearable devices may once again make wearing a device on the wrist a commonplace occurrence.

This report defines three groups of wearable devices: fitness and health tracking devices, smartwatches, and smart glasses. It provides results from *iGR*'s latest survey of U.S. consumers, which quantified consumers' familiarity with, interest in, and current use of these devices. The report includes a five-year forecast for the sales of both fitness and health tracking devices and smartwatches. Finally, it includes profiles of dozens of companies that provide products in these developing markets.

### Key Questions Addressed:

- What types of wearable devices are currently being used?
- What percentage of U.S. consumers are currently using heart monitors, pedometers, fitness and exercise trackers and smartwatches?
- What percentage of U.S. consumers are currently using fitness-related smartphone apps? Why do they use these apps and how much did they spend on the app?
- What types of activities are U.S. consumers interested in monitoring?

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- What percentage of U.S. consumers are interested in purchasing a fitness and health tracking device and what features would they require in such a device?
- How much are consumers willing to spend on fitness and health tracking devices and how does that price compare to the current average sales price?
- How interested are consumers in smartwatches and what are their concerns?
- How interested are Apple and Android users in a smartwatch developed by Apple or Samsung?
- How interested are consumers in Google Glass and what are their concerns?
- What is the five-year forecast for fitness and healthcare devices and smartwatches?
- Which companies are currently providing fitness and healthcare tracking devices, smartwatches and smart glasses?
- What demographic trends are apparent in U.S. consumers' use of and interest in wearable devices?

This report is recommended for:

- Developers of mobile apps
- Mobile device OEMs
- Wearable device OEMs
- Mobile service providers
- Semiconductor manufacturers
- Financial and investment analysts.

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